

Message Text

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SUBJECT: ADVANCE DRAFT OF PRESS STATEMENT ON SITE COMPLETION

PASS SCICOUNS

1. REQUEST SCICOUNS TRANSMIT FOLLOWING ADVANCE DRAFT OF PRESS STATEMENT ON SITE COMPLETION TO YASH PAL, ISRO SPACE APPLICATIONS CENTRE (SAC) AHMEDABAD, FROM BARNES NASA. NASA PLANS TO RELEASE STATEMENT SEPTEMBER 2. TEXT OF RELEASE FOLLOWS:

2. QUOTE. NASA COMMUNICATIONS SATELLITE COMPLETES INDIA TEST. THE WORLD'S MOST ADVANCED COMMUNICATIONS RESEARCH SATELLITE IS RETURNING TO THE UNITED STATES AFTER A YEAR-LONG COOPERATIVE EXPERIMENT WITH THE INDIAN SPACE RESEARCH ORGANIZATION (ISRO) TO EVALUATE THE ROLE OF SATELLITE-UNCLASSIFIED

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ASSISTED VILLAGE TELEVISION IN PROMOTING RURAL DEVELOPMENT THERE.

3. NASA'S APPLICATIONS TECHNOLOGY SATELLITE-6 (ATS-6)

BEGAN THE FOUR-MONTH JOURNEY WESTWARD ON AUGUST 2 FROM A STATION OVER LAKE VICTORIA IN EAST AFRICA IN VIEW OF THE INDIAN CONTINENT. ITS MOVE WAS COMMANDED FROM THE ATS CONTROL CENTER AT NASA'S GODDARD SPACE FLIGHT CENTER,

GREENBELT, MD, THROUGH A MOBILE ATS GROUND STATION NEAR MADRID, SPAIN.

4. FOR THE INDIAN TEST, CALLED THE SATELLITE INSTRUCTION-AL TELEVISION EXPERIMENT (SITE), SPECIAL PROGRAMS DEVELOPED IN INDIA WERE BROADCAST DAILY FROM A GROUND STATION NEAR AHMEDABAD, INDIA, TO THE ATS-6 SATELLITE OVERHEAD.

5. SERVING AS A POWERFUL REBROADCASTING STATION IN SPACE, THE SATELLITE AUTOMATICALLY RELAYED THE INSTRUCTIONAL TELEVISION PROGRAMS DIRECTLY TO SOME 2400 REMOTE VILLAGES NEVER BEFORE EXPOSED TO TELEVISION. THESE VILLAGES WERE EQUIPPED WITH SMALL GROUND TERMINALS, CONSISTING OF CONVENTIONAL TELEVISION RECEIVERS AUGMENTED WITH SMALL ELECTRONIC COMPONENTS AND INEXPENSIVE CHICKENWIRE MESH ANTENNAS, ALL BUILT IN INDIA.

6. ANOTHER 2600 OF THE SMALL GROUND TERMINALS, LOCATED NEAR CONVENTIONAL TELEVISION TRANSMITTING STATIONS, RECEIVED THE SAME INSTRUCTIONAL MATERIAL VIA THE ATS-6. THESE STATIONS REBROADCAST THE MATERIAL TO MANY CITIES AND NEARBY VILLAGES.

7. AN ESTIMATED FIVE MILLION PEOPLE IN SIX DIFFERENT VILLAGE QUOTE CLUSTER END QUOTE AREAS THROUGHOUT INDIA VIEWED PROGRAMS DEALING WITH BASIC SUBJECTS IN AGRICULTURE HEALTH, HYGIENE, FAMILY PLANNING, AND NATIONAL INTEGRATION OTHER PROGRAMS DEALT WITH SCIENCE FOR YOUTH AND TEACHER EDUCATION.

8. QUOTE. ONE YEAR OF EXPERIMENTAL TELEVISION IS NOT UNCLASSIFIED

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GOING TO CHANGE THE FACE OF OUR VILLAGES. BUT IT HAS HAD MANY WHOLESOME EFFECTS. AND IT HAS MET ITS PRIMARY GOAL OF CREATING A CADRE OF DEDICATED PEOPLE AND THE METHODOLOGY NECESSARY TO SUSTAIN AN ONGOING PROGRAM, END QUOTE SAIPROFESSOR YASH PAL, DIRECTOR OF ISRO'S SPACE APPLICATIONS CENTRE IN AHMEDABAD, INDIA.

9. AS A NEAR-TERM FOLLOW-ON TO THE ATS-6 EXPERIMENT, THE INDIAN GOVERNMENT IS CURRENTLY CONSTRUCTING GROUND TRANSMITTERS IN THE SIX CLUSTER AREAS TO RESUME THE EDUCATIONAL TELEVISION PROGRAMS BY EARLY 1977. BECAUSE OF THEIR LIMITED RANGE, THESE TRANSMITTERS WILL REACH ONLY ABOUT 40 PERCENT OF THE VILLAGES INVOLVED IN SITE, BUT OTHER

VILLAGES NEAR THE TRANSMITTERS WILL BE ADDED TO THE AUDIENCE. ISRO IS ALSO DEFINING AN OPERATIONAL SATELLITE SYSTEM FOR THE ENTIRE COUNTRY WHICH COULD BE IMPLEMENTED LATE IN THIS DECADE.

10. A COMPREHENSIVE EVALUATION PLAN, INITIATED BY ISRO BEFORE THE BROADCASTS AND SUSTAINED DURING AND AFTER THEM, IS EXPECTED TO PRODUCE AN INDEPTH ANALYSIS OF SITE BY MID-1977. THIS ANALYSIS IS EXPECTED TO ILLUMINATE THE ROLE OF TELEVISION IN PROVIDING SERVICES TO INDIAN VILLAGES IN AGRICULTURE, HEALTH, FAMILY PLANNING, AND PRIMARY EDUCATION.

11. OVER 1200 HOURS OF DIVERSIFIED PROGRAMS WERE DEVELOPED AND BROADCAST VIA THE ATS-6 DURING THE EXPERIMENT. THIS IS MORE TIME THAN HAS BEEN DEVOTED EACH YEAR TO THE PRODUCTION OF FEATURE FILMS IN INDIA, THE LARGEST PRODUCER OF SUCH FILMS IN THE WORLD.

12. ACCORDING TO PROFESSOR PAL, THERE WAS A GREAT DEMAND FOR PROGRAMS CONTAINING SIMPLE, DO-IT-YOURSELF TIPS LEADING TO PRACTICAL SOLUTIONS. ATTENDANCE WAS REGULARLY HIGH FOR PROGRAMS RELATED TO ANIMAL HUSBANDRY AND AGRICULTURE.

13. PRIOR TO BEGINNING THE YEAR-LONG TRANSMISSIONS TEAMS OF INDIAN SOCIAL SCIENTISTS AND ENGINEERS VISITED OVER 6,000 VILLAGES TO SELECT 2,400 OF THEM FOR SITE DIRECT RECEPTION. AN INDIVIDUAL IN EACH VILLAGE HAD TO BE IDENTIFIED AS THE UNCLASSIFIED

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TV SET CARETAKER AND A PUBLIC BUILDING HAD TO BE LOCATED AS THE VIEWING SITE, USUALLY A SCHOOL. ONLY AT A GENUINELY PUBLIC LOCATION COULD THE WEAKER SECTIONS OF THE VILLAGE'S CASTE SYSTEM BE ENSURED OF EQUAL EXPOSURE TO THE SITE TELEVISION.

14. CONSIDERABLE DIFFICULTY WAS EXPERIENCED IN LOCATING APPROPRIATE VILLAGES DUE TO LACK OF ELECTRICITY. THUS, A NUMBER OF VILLAGES HAD TO BE SUPPLIED WITH POWER--A VALUABLE SIDE BENEFIT OF THE SITE.

15. NUMEROUS INCIDENTS NOTED DURING THE YEAR-LONG SITE REVEALED SOME OF THE BENEFICIAL EFFECTS OF THE PROGRAMMING ON THE VILLAGE PEOPLE. CHILDREN'S PROGRAMS, FOR EXAMPLE, WERE RECEIVED ENTHUSIASTICALLY. SCHOOL ATTENDANCE IMPROVED AS A RESULT AND MANY STUDENTS BROUGHT ALONG YOUNGER BROTHERS AND SISTERS TO VIEW THE PROGRAMS.

16. A BOY IN A VILLAGE IN KARNATAKA NOW INSISTS THAT GREENS BE ADDED TO HIS FLOUR CHAPPATIS TO MAKE THEM MORE NUTRITIOUS. BREAD-LIKE, THE CHAPPATI IS A STAPLE FOOD IN INDIA.

17. A TEACHER IN A MADHYA PRADESH VILLAGE SAID QUOTE THE CHILDREN ARE KEEN TO SEE MOVING IMAGES OF PLACES THAT THEY

HAD ONLY IMAGINED UNTIL NOW. THE GEOGRAPHY LESSON SINKS IN BETTER THIS WAY. END QUOTE.

18. AFTER SEEING A SITE PROGRAM, A GROUP OF YOUNG MEN IN NANDIKESHWARA MOVED A WASHING STONE FROM NEAR THE COMMUNITY WELL AND RE-INSTALLED IT SOME DISTANCE AWAY FOR HEALTH REASONS. NO ONE BATHES NEAR THE VILLAGE NOW TO PREVENT DIRTY WATER FROM SEEPING INTO THE WELL.

19. PROGRAMMING FOR SITE WAS CREATED BY ALL INDIA RADIO (NOW DOORDARSHAN) OF THE INDIA MINISTRY OF INFORMATION AND BROADCASTING IN COLLABORATION WITH ISRO. THE PROGRAMMERS FOUND IT NECESSARY TO KEEP THE PROGRAM CONTENT AND FORMAT SIMPLE DUE TO THE HIGH RATE OF ILLITERACY AMONG THE ADULTS. ONLY ABOUT 40 PERCENT OF INDIA'S CHILDREN UNCLASSIFIED

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REMAIN IN SCHOOL THROUGH THE FIFTH GRADE.

20. THE PRESENTATION OF DENTAL HYGIENE HAD TO DO MORE THAN EXPLAIN WHY THE REGULAR BRUSHING OF TEETH WAS A GOOD HEALTH PRACTICE. A SIGNIFICANT PRACTICAL TIP IN THE PROGRAM WAS A DEMONSTRATION OF HOW TO MAKE TOOTHBRUSHES FROM THIN TREE BRANCHES. TOO MANY OF THE VILLAGERS DO NOT OWN TOOTHBRUSHES.

21. IN A LESSON ON HOW TO PLANT RICE, THE WIDTH OF A MAN' FIST WAS SHOWN AS THE PROPER DISTANCE BETWEEN PLANTS. USE OF INCHES OR CENTIMETERS WOULD HAVE BEEN MEANINGLESS.

22. THE ATS-6 WAS LAUNCHED ON MAY 30, 1974. IT OPERATES FROM A GEOSYNCHRONOUS ORBIT, 35,680 KILOMETERS (22,300 STATUTE MILES) ABOVE THE EQUATOR. THE ORBITAL PERIOD FOR THE 1402-KILOGRAM (3090 POUNDS) SATELLITE AROUND THE GLOBE MATCHES THE EARTH'S 24 HOUR ROTATION SUCH THAT THE ATS-6 REMAINS OVER THE SAME SPOT ON THE GLOBE UNTIL MOVED. IT THUS SERVES AS A POWERFUL REBROADCASTING STATION IN SPACE CAPABLE OF TRANSMITTING COLOR TELEVISION DIRECTLY TO MANY SMALL GROUND STATIONS OVER A LARGE AREA.

23. SITE IS BUT ONE OF THE 20 ORIGINAL COMMUNICATIONS, TECHNOLOGICAL, AND SCIENTIFIC EXPERIMENTS CONDUCTED WITH THE VERSATILE ATS-6. BEFORE THE SITE, THE SATELLITE WAS USED TO PERFORM A VARIETY OF HEALTH AND EDUCATION TELEVISION EXPERIMENTS VIA SATELLITE IN THE APPALACHIAN AREA, THE ROCKY MOUNTAIN REGION, AND NORTHWEST US, INCLUDING ALASKA.

24. OTHER EXPERIMENTS INCLUDED AERONAUTICAL AND MARITIME COMMUNICATIONS, TRAFFIC CONTROL, AND POSITION LOCATION AS

WELL AS SPACECRAFT TRACKING AND DATA RELAY.

25. IN JULY 1975, WHILE IT WAS BEING SHIFTED EASTWARD ALONG THE EQUATOR FOR THE SITE, THE ATS-6 TRACKED THE DOCKE APOLLO AND SOYUZ SPACECRAFT AS THEY ORBITED THE EARTH IN THE JOINT US/USSR MANNED SPACE MISSION. IT ALSO RELAYED LIVE TELEVISION FROM THESE SPACECRAFT TO THE EARTH, THUS UNCLASSIFIED

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BECOMING THE FIRST SATELLITE TO PERFORM SUCH A FEAT.

26. DURING ITS CURRENT FOUR-MONTH RETURN TO THE UNITED STATES, THE ATS-6 WILL BE USED IN A DEMONSTRATION OF HOW SPACE AND OTHER ADVANCED TECHNOLOGY CAN BE USED TO BENEFIT THE PEOPLE OF DEVELOPING COUNTRIES. THIS EFFORT IS A JOINT UNDERTAKING BY THE AGENCY FOR INTERNATIONAL DEVELOPMENT (AID) AND NASA.

27. BEGINNING AUGUST 1, THE THREE-MONTH DEMONSTRATION IS ILLUSTRATING HOW THE APPLICATION OF SPACE COMMUNICATIONS, REMOTE SENSING, AND HIGH-RESOLUTION AERIAL PHOTOGRAPHY CAN HELP WITH FOOD PRODUCTION, HEALTH AND NUTRITION, AND LAND MANAGEMENT.

28. AS MANY AS 30 DEVELOPING COUNTRIES IN ASIA, AFRICA, AND LATIN AMERICA ARE EXPECTED TO PARTICIPATE IN THE PROJECT. AID PROVIDED \$3 MILLION TO FINANCE THE DEMONSTRATION.

29. AFTER THE ATS-6 REACHES ITS NEW POSITION OVER THE EQUATOR TO COMMAND A VIEW OF THE UNITED STATES, IT WILL BE USED FOR A VARIETY OF SOCIETAL, COMMUNICATIONS, AND SCIENTIFIC/TECHNICAL EXPERIMENTS IN THE CONTINENTAL UNITED STATES AND HAWAII; AT LEAST 23 SUCH EXPERIMENTS ARE CURRENTLY UNDER CONSIDERATION. END QUOTE KISSINGER

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